

UNITED STATES PATENT AND TRADEMARK OFFICE  
**CERTIFICATE OF CORRECTION**

PATENT NO. : 6,963,850 B1  
DATED : November 8, 2005  
INVENTOR(S) : Bezos et al.

Page 1 of 2

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

Column 4,

Line 48, replace "user' computers" with -- users' computers --.

Column 17,

Line 15, replace "S—{.99}" with -- S\_{.99} --.

Line 23, replace "e(i) = n \* phat—i, phat—i" with -- e(i) = n \* phat\_i, phat\_i --.

Line 28, replace "Let S—(1), S—(2), ..., S—(d)" with -- Let S\_(1), S\_(2), ..., S\_(d) --.

Line 29, replace "S—(d)" with -- S\_(d) --.

Lines 31-32, replace "S—(i), S—(i+1), ..., S—(i+j)" with -- S\_(i), S\_(i+1), ..., S\_(i+j) --.

Lines 33, 35 and 36, replace "S—{c}" with -- S\_{c} --.

Line 37, replace "S—{.99}" with -- S\_{.99} --.

Line 39, replace "SR—(l), ..., SR—(m)" with -- SR\_(1), ..., SR\_(m) --.

Line 43, replace "SR—{i}^2" with -- SR\_(i)^2 --.

Lines 47-48, replace "SR—(m), SR—(m-1), ..., SR—(r\*+1), SR—(r\*)" with -- SR\_(m), SR\_(m-1), ..., SR\_(r\*+1), SR\_(r\*) --.

Column 18,

Line 41, replace "ODtimal" with -- Optimal --.

Column 19,

Line 41, after "memory", delete ":" and insert -- ; --.

Column 20,

Line 13, after "excluding", insert -- , --.

Line 36, after "items", delete "list" and insert -- lists --.

Column 21,

Line 2, replace "items that are have" with -- items that have --.

Line 8, after "system", delete "of" and insert -- as in --.

Line 20, remove the line break between "identifying comprises" and "processing purchase history", so that the two associated subparagraphs are combined into a single subparagraph.

Line 33, after "domain" delete "name" and insert -- names --.

Lines 41 and 46, after "system" delete "of" and insert -- as in --.

Column 22,

Line 22, after "identifying" insert -- , --.

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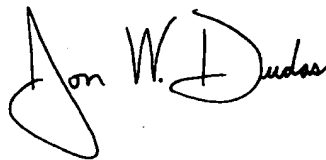
Page 2 of 2

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

Column 23,  
Line 20, after "analyzing" insert -- , --.

Signed and Sealed this

Twenty-first Day of March, 2006

A handwritten signature in black ink, appearing to read "Jon W. Dudas". The signature is stylized with a large, looping initial "J" and a distinct "D" at the end.

JON W. DUDAS  
*Director of the United States Patent and Trademark Office*